2045401089

2/23/94

UPDATED MAIL & RESPONDERS

V-WEAR ORDERS AND BACKORDERS
February 10, 1993 - February 2, 1994

WEEK	WEEK NO.	NO. OF NEW RESPONDERS	Second Responses	Third Responses	Fourth+ Responses	Total Orders	Actual Total Responders	ITEMS ORDERED	ITEMS PER ORDER	UPCs REDEEMED	UPCs PER ORDER
2/10/93	2	1,998	8	0	0	2,006	1,998	4,964	2.47	235,720	118
2/17/93	3	2,350	28	0	0	2,378	2,374	6,513	2.74	309,160	130
2/24/93	4	2,447	31	1	0	2,479	2,475	5,942	2.40	277,860	112
3/3/93	5	2,857	72	3	0	2,932	2,925	7,197	2.45	343,435	117
3/10/93	6	3,830	117	4	1	3,952	3,949	8,198	2.07	366,975	93
3/17/93	7	3,144	134	7	0	3,285	3,281	6,772	2.06	293,155	89
3/24/93	8	2,895	157	7	0	3,059	3,059	6,092	1.99	272,670	89
3/31/93	9	4,648	220	8	1	4,877	4,870	9,948	2.04	429,975	88
4/7/93	10	4,541	240	7	1	4,789	4,782	11,027	2.30	470,570	98
4/14/93	11	4,299	256	18	1	4,572	4,565	10,409	2.28	452,110	99
4/21/93	12	4,089	333	26	2	4,450	4,438	9,387	2.11	492,575	111
4/28/93	13	3,884	279	27	1	4,191	4,182	9,782	2.33	470,460	112
5/5/93	14	4,988	451	33	6	5,478	5,483	13,521	2.47	615,090	112
5/12/93	15	3,054	433	37	6	3,530	3,522	7,679	2.18	391,190	111
5/19/93	16	5,364	629	74	7	6,074	6,058	13,385	2.20	691,030	114
5/26/93	17	4,864	556	59	8	5,287	5,277	10,713	2.03	559,820	106
6/2/93	18	3,306	442	55	7	3,810	3,804	9,226	2.42	524,140	138
6/9/93	19	4,673	610	78	15	5,376	5,363	11,930	2.22	667,375	124
6/16/93	20	3,450	447	67	12	3,976	3,969	9,072	2.28	538,555	135
6/23/93	21	3,189	497	72	13	3,751	3,743	8,898	2.37	575,325	153
6/30/93	22	3,176	553	74	12	3,815	3,811	9,436	2.47	615,040	161
7/7/93	23	5,412	972	147	27	6,558	6,528	14,410	2.20	867,235	132
7/14/93	24	5,055	900	134	33	6,122	6,106	14,844	2.42	992,005	162
7/21/93	25	2,681	523	87	18	3,309	3,308	8,580	2.59	677,465	205
7/28/93	26	4,233	801	185	36	5,255	5,246	13,122	2.50	899,445	171
8/4/93	27	3,092	496	83	18	3,689	3,682	9,970	2.70	716,725	194
8/11/93	28	7,151	1,293	230	47	8,721	8,703	23,683	2.72	1,794,385	206
8/18/93	29	8,516	1,393	239	45	10,193	10,165	26,843	2.63	2,049,970	201
8/25/93	30	2,001	390	64	14	2,469	2,467	6,555	2.65	474,105	192
9/1/93	31	15,736	2,277	344	81	18,438	18,387	53,115	2.88	4,257,305	231
9/8/93	32	8,191	1,232	180	36	9,649	9,638	27,683	2.87	2,214,455	230
9/15/93	33	9,735	1,247	188	30	11,200	11,165	32,723	2.92	2,627,090	235
9/22/93	34	8,141	1,269	218	37	9,665	9,631	27,970	2.89	1,919,065	199
9/29/93	35	1,091	224	48	12	1,375	1,373	3,599	2.62	288,830	210
10/6/93	36	2,277	320	48	19	2,664	2,661	7,426	2.79	693,480	260
10/13/93	37	1,323	188	36	5	1,552	1,549	4,295	2.77	319,140	206
10/20/93	38	360	54	8	4	426	426	1,241	2.91	75,095	176
10/27/93	39	505	67	12	5	609	608	1,882	3.09	128,255	211
11/3/93	40	75	10	2	0	87	87	205	2.36	17,250	198
11/10/93	41	242	36	4	0	282	282	734	2.60	58,370	207
11/17/93	42	160	18	1	2	181	181	458	2.53	33,890	186
11/24/93	43	195	27	6	0	228	228	577	2.53	39,740	174
12/1/93	44	18	3	0	0	21	21	48	2.29	3,780	180
12/8/93	45	63	4	3	0	70	70	168	2.40	14,335	205
12/15/93	46	44	7	1	0	52	52	107	2.06	12,865	247
12/22/93	47	55	7	3	0	65	65	178	2.74	12,755	196
12/29/93	48	12	5	2	1	20	20	36	1.80	4,365	218
1/5/94	49	0	0	0	0	0	0	0	#DIV/0!	0	#DIV/0!
1/12/94	50	17	0	0	0	17	17	47	2.76	2,825	166
1/19/94	51	0	0	0	0	0	0	0	#DIV/0!	0	#DIV/0!
1/26/94	52	5	0	0	0	5	5	13	2.60	1,260	252
2/2/94	53	3	0	0	0	3	3	9	3.00	605	202
	Total	163,215	20,276	2,938	563	186,992	186,570	470,610	2.52	30,787,950	165

Source: https://www.industrydocuments.ucsf.edu/docs/zsgj0004